



# Maui County, HI

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## Economy Overview

**167,248**

**Population (2017)**

Population **grew by 8,758** over the last 5 years and is projected to **grow by 6,172** over the next 5 years.

**86,525**

**Jobs (2017)**

Jobs **grew by 7,154** over the last 5 years and are projected to **grow by 3,588** over the next 5 years.

**\$66.5K**

**Median Household Income (2015)**

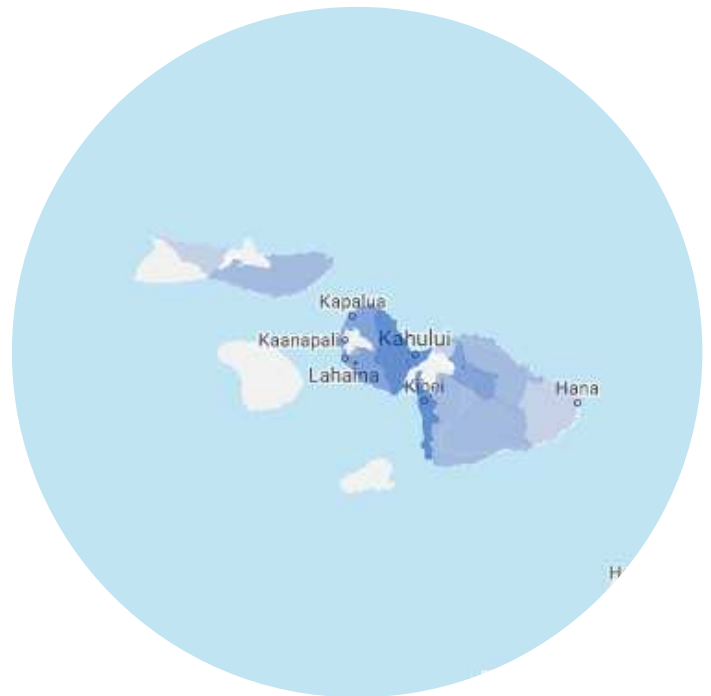
Median household income is **\$12.6K above** the national median household income of **\$53.9K**.

As of 2017 the region's population **increased by 5.5%** since 2012, growing by 8,758. Population is expected to **increase by 3.7%** between 2017 and 2022, adding 6,172.

From 2012 to 2017, jobs **increased by 9.0%** in Maui County, HI from 79,370 to **86,525**. This change **outpaced the national growth rate of 7.2% by 1.8%**. As the number of jobs increased, the **labor force participation rate increased from 62.3% to 64.9% between 2012 and 2017**.

Concerning educational attainment, **17.7% of Maui County, HI residents possess a Bachelor's Degree** (0.7% below the national average), and **9.9% hold an Associate's Degree** (2.0% above the national average).

The top three industries in 2017 are Traveler Accommodation, Restaurants and Other Eating Places, and Education and Hospitals (State Government).

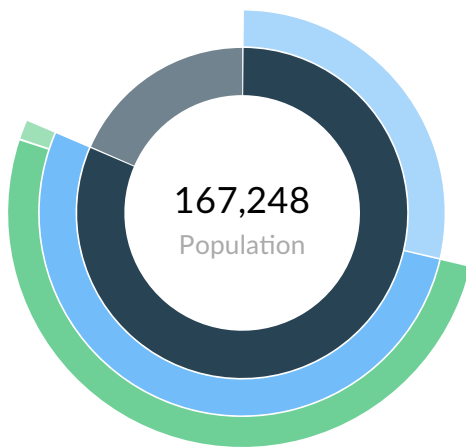


## Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	167,248	88,427	86,525	143.1	\$7.76B	\$10.27B	\$9.00B
United States	325,401,909	161,911,193	159,180,936	113.8	\$17.83T	\$0	\$7.90T

## Economy Overview - Cont.

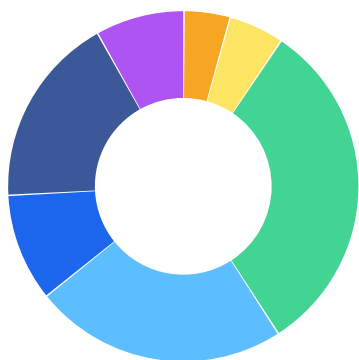
### 2017 Labor Force Breakdown



	Population
● Total Working Age Population	136,202
● Not in Labor Force (15+)	47,775
● Labor Force	88,427
● Employed	86,043
● Unemployed	2,384
● Under 15	31,046

### Educational Attainment

Concerning educational attainment, **17.7% of Maui County, HI residents possess a Bachelor's Degree** (0.7% below the national average), and **9.9% hold an Associate's Degree** (2.0% above the national average).

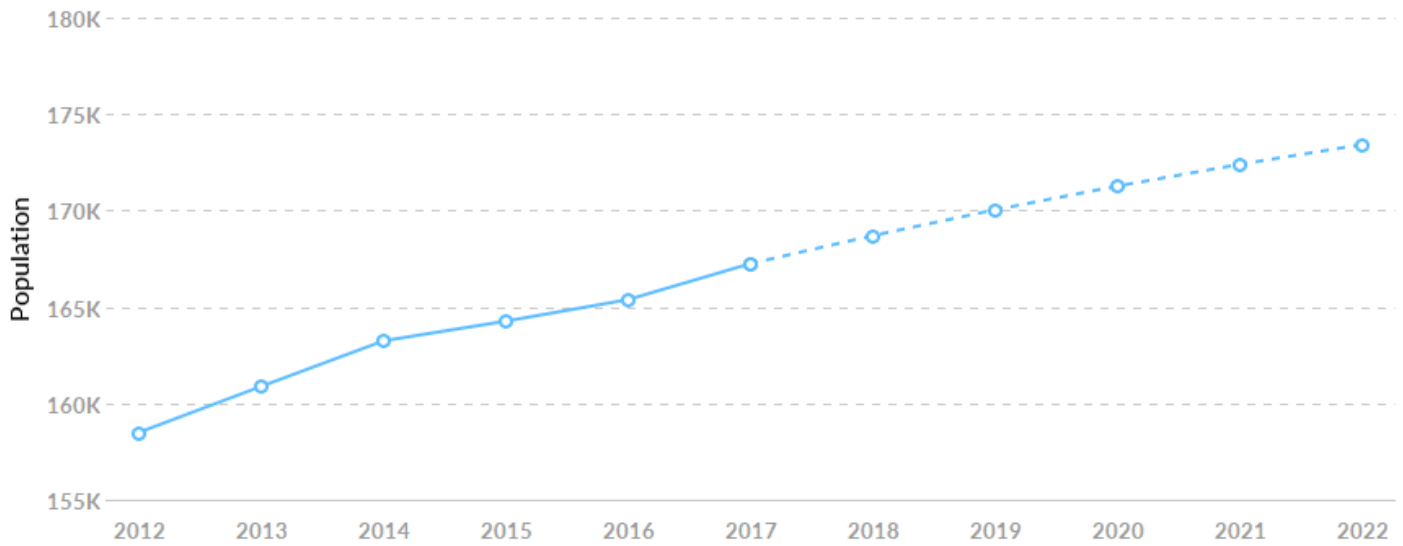


	% of Population	Population
● Less Than 9th Grade	4.2%	5,022
● 9th Grade to 12th Grade	5.1%	6,048
● High School Diploma	31.4%	37,187
● Some College	23.4%	27,627
● Associate's Degree	9.9%	11,758
● Bachelor's Degree	17.7%	20,927
● Graduate Degree and Higher	8.2%	9,699

# Historic & Projected Trends

## Population Trends

As of 2017 the region's population increased by 5.5% since 2012, growing by 8,758. Population is expected to increase by 3.7% between 2017 and 2022, adding 6,172.

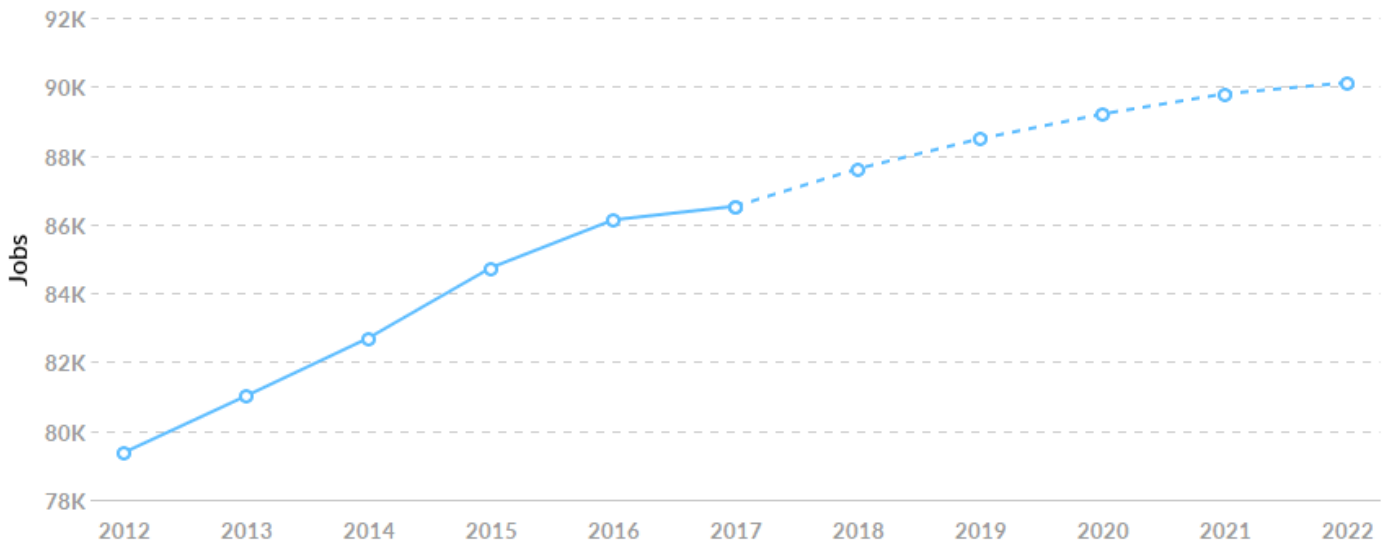


Timeframe	Population
2012	158,491
2013	160,878
2014	163,241
2015	164,262
2016	165,379
2017	167,248
2018	168,698
2019	170,038
2020	171,268
2021	172,394
2022	173,420

# Historic & Projected Trends - Cont.

## Job Trends

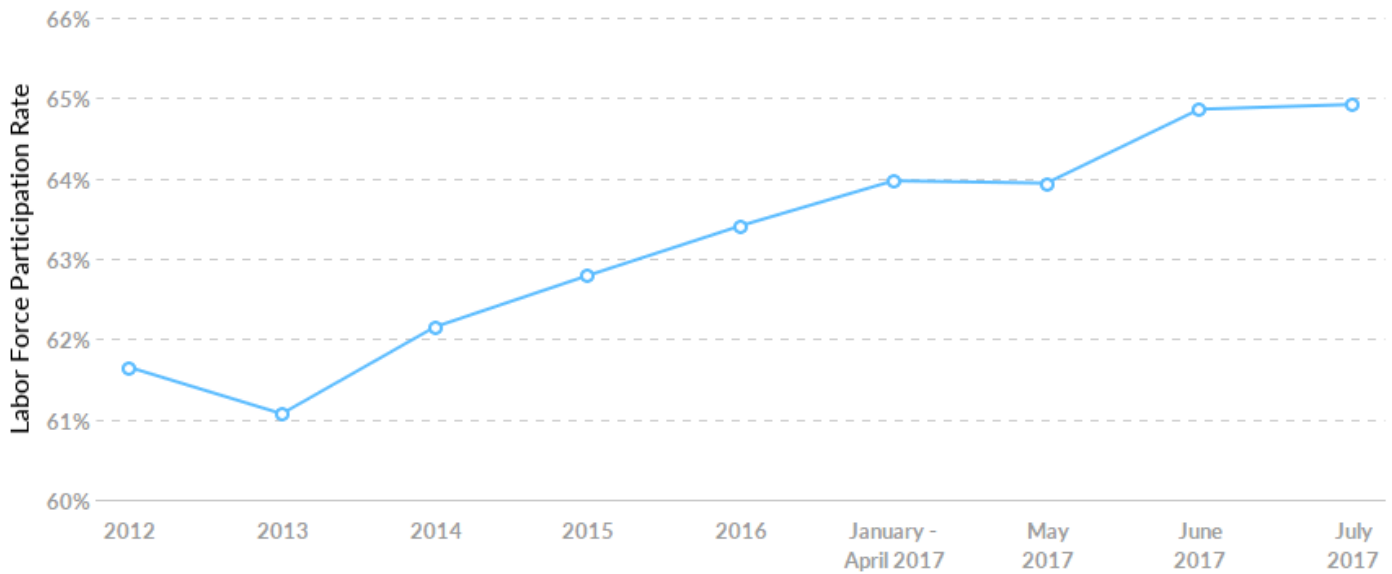
From 2012 to 2017, jobs increased by 9.0% in Maui County, HI from 79,370 to 86,525. This change outpaced the national growth rate of 7.2% by 1.8%.



Timeframe	Jobs
2012	79,370
2013	81,017
2014	82,699
2015	84,739
2016	86,127
2017	86,525
2018	87,614
2019	88,486
2020	89,203
2021	89,791
2022	90,113

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends



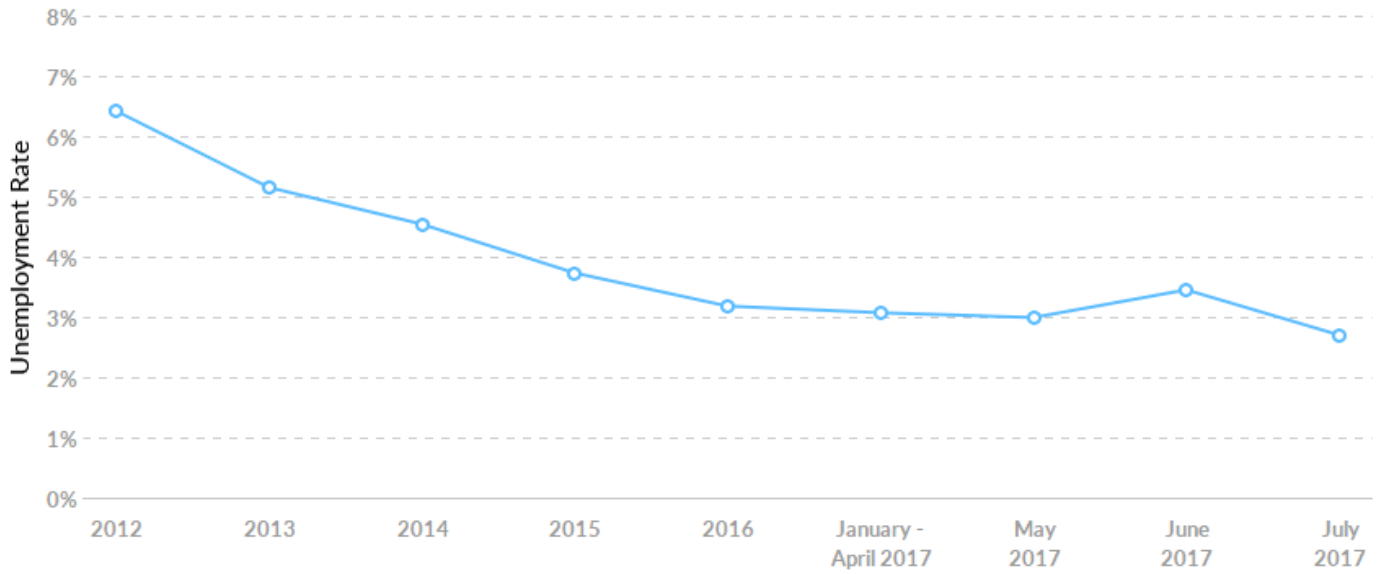
Timeframe	Labor Force Participation Rate
2012	61.65%
2013	61.07%
2014	62.15%
2015	62.79%
2016	63.41%
January - April 2017	63.97%
May 2017	63.94%
June 2017	64.86%
July 2017	64.92%



## Historic & Projected Trends - Cont.

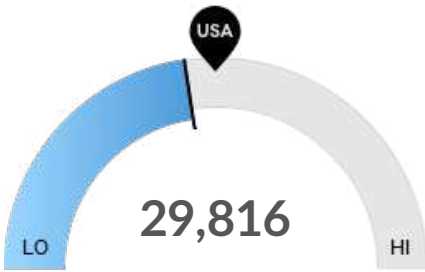
### Unemployment Rate Trends

Maui County, HI had a July 2017 unemployment rate of 2.70%, **decreasing from 6.42%** 5 years before.



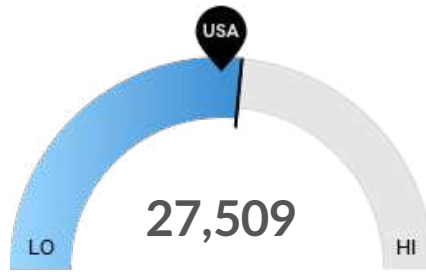
Timeframe	Unemployment Rate
2012	6.42%
2013	5.15%
2014	4.54%
2015	3.73%
2016	3.18%
January - April 2017	3.07%
May 2017	2.99%
June 2017	3.45%
July 2017	2.70%

## Population Characteristics



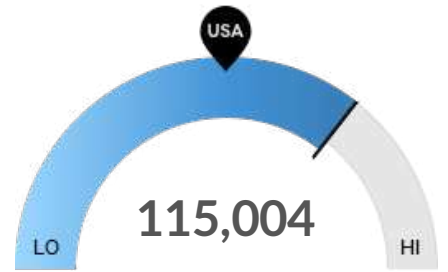
**Millennials**

Maui County, HI has 29,816 millennials (ages 20-34). The national average for an area this size is 34,321.



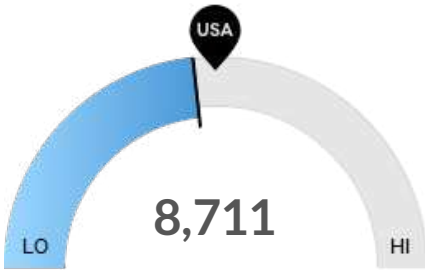
**Retiring Soon**

Retirement risk is about average in Maui County, HI. The national average for an area this size is 25,204 people 65 or older, while there are 27,509 here.



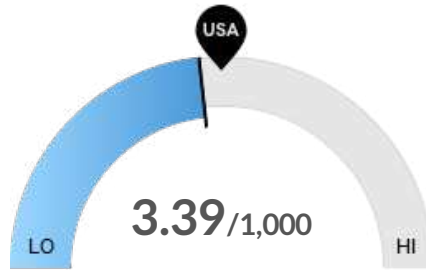
**Racial Diversity**

Racial diversity is high in Maui County, HI. The national average for an area this size is 64,057 racially diverse people, while there are 115,004 here.



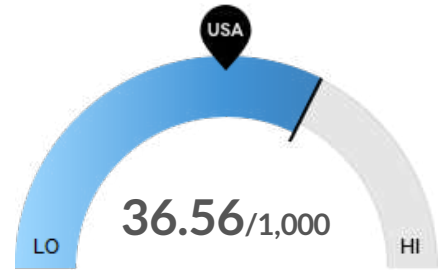
**Veterans**

Maui County, HI has 8,711 veterans. The national average for an area this size is 9,639.



**Violent Crime**

Maui County, HI has 3.39 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



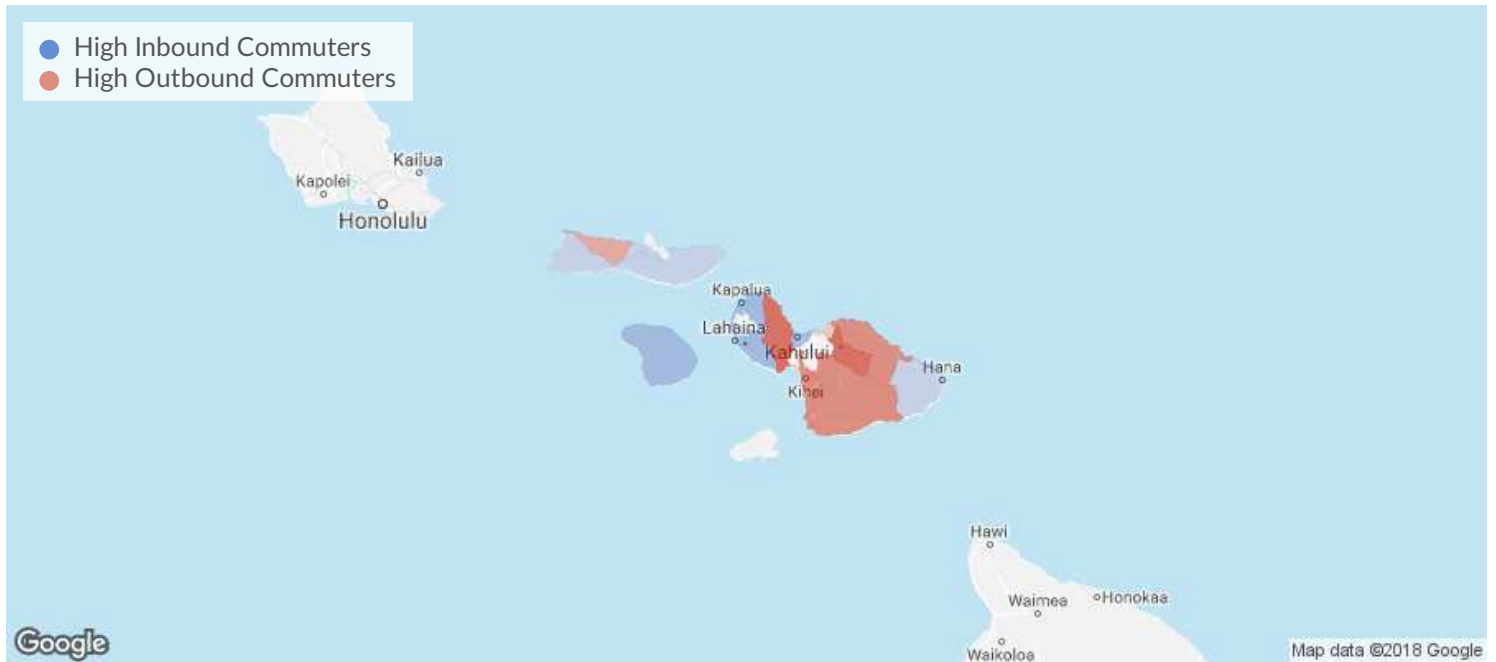
**Property Crime**

Maui County, HI has 36.56 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

## Population Characteristics - Cont.

### Place of Work vs Place of Residence

Understanding where talent in Maui County, HI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #3 for resident workers. The top ZIP for resident workers is 96793.



#### Where Talent Works

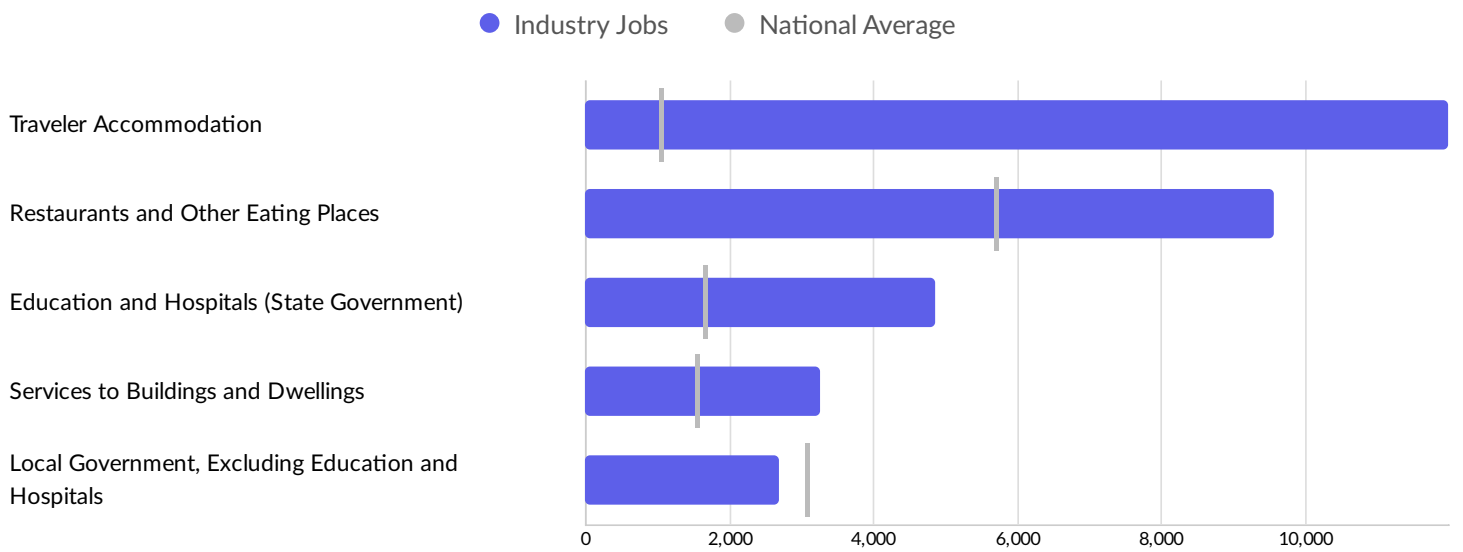
ZIP	Name	2017 Employment
96761	Lahaina, HI (in Maui co...	21,088
96732	Kahului, HI (in Maui co...	19,183
96793	Wailuku, HI (in Maui co...	15,505
96753	Kihei, HI (in Maui coun...	15,131
96768	Makawao, HI (in Maui ...	4,230

#### Where Talent Lives

ZIP	Name	2017 Workers
96793	Wailuku, HI (in Maui co...	23,098
96753	Kihei, HI (in Maui coun...	18,807
96761	Lahaina, HI (in Maui co...	18,699
96732	Kahului, HI (in Maui co...	17,258
96768	Makawao, HI (in Maui ...	10,351

# Industry Characteristics

## Largest Industries

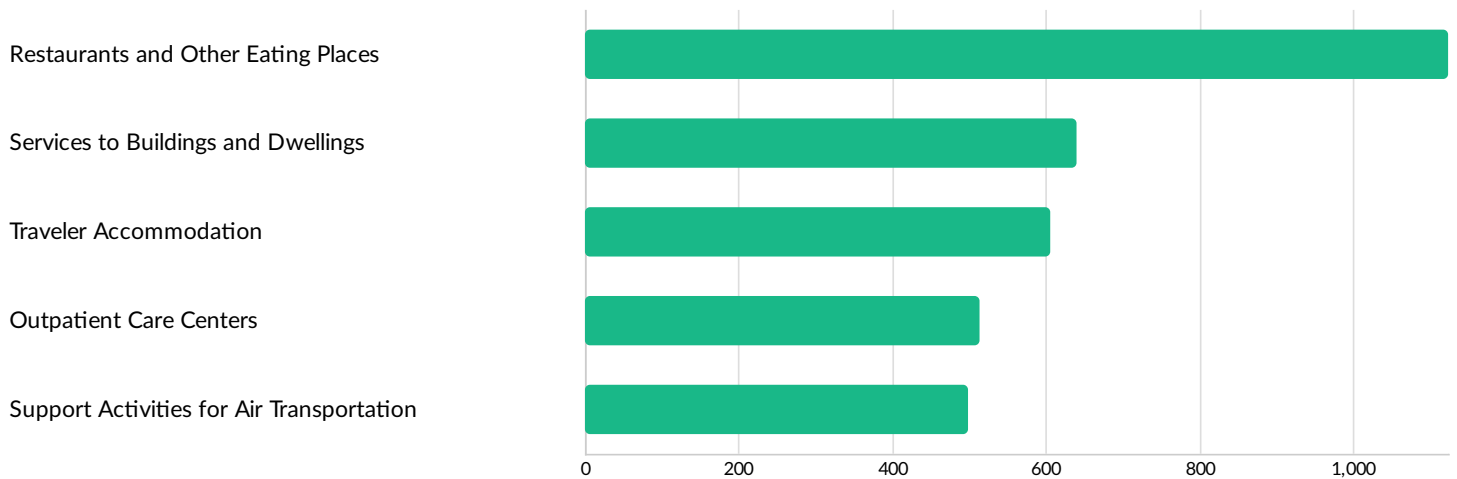


Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Traveler Accommodation	11,393	11,999	606	+5%	\$57,617
Restaurants and Other Eating Places	8,447	9,570	1,123	+13%	\$31,078
Education and Hospitals (State Government)	4,858	4,877	19	+0%	\$82,672
Services to Buildings and Dwellings	2,634	3,273	639	+24%	\$28,879
Local Government, Excluding Education and Hospitals	2,618	2,691	73	+3%	\$90,629

## Industry Characteristics - Cont

### Top Growing Industries

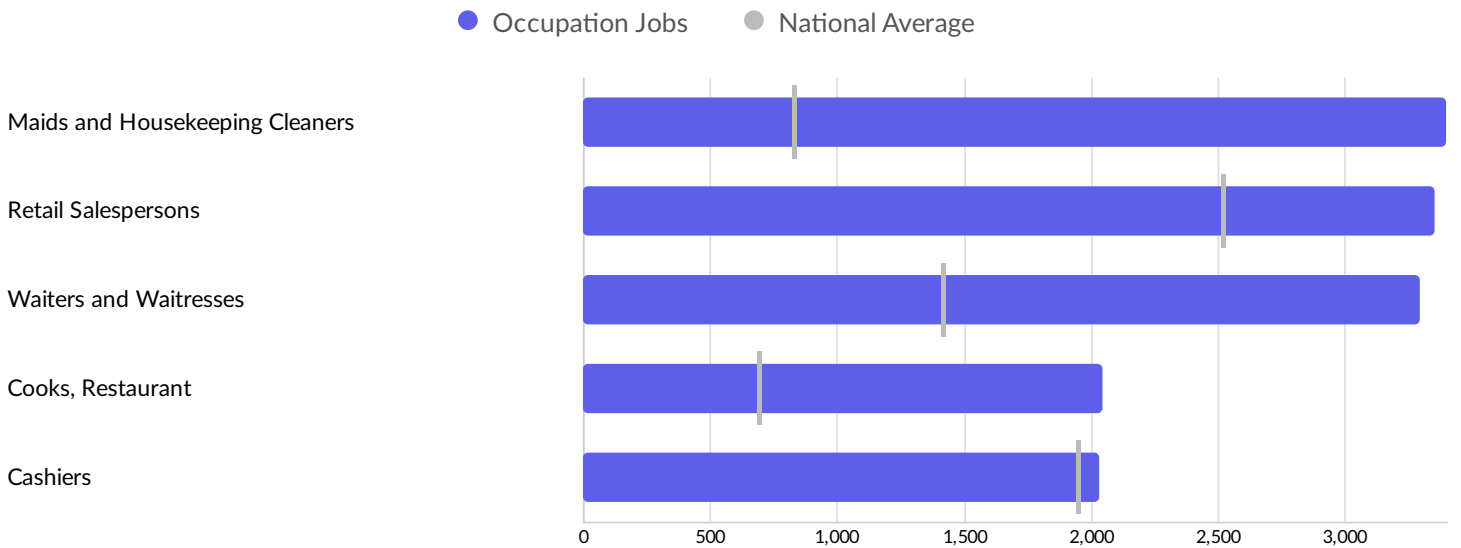
● Industry Jobs Change



Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Restaurants and Other Eating Places	8,447	9,570	1,123	+13%	\$31,078
Services to Buildings and Dwellings	2,634	3,273	639	+24%	\$28,879
Traveler Accommodation	11,393	11,999	606	+5%	\$57,617
Outpatient Care Centers	276	789	513	+186%	\$76,386
Support Activities for Air Transportation	301	800	499	+166%	\$28,644

## Workforce Characteristics

### Largest Occupations

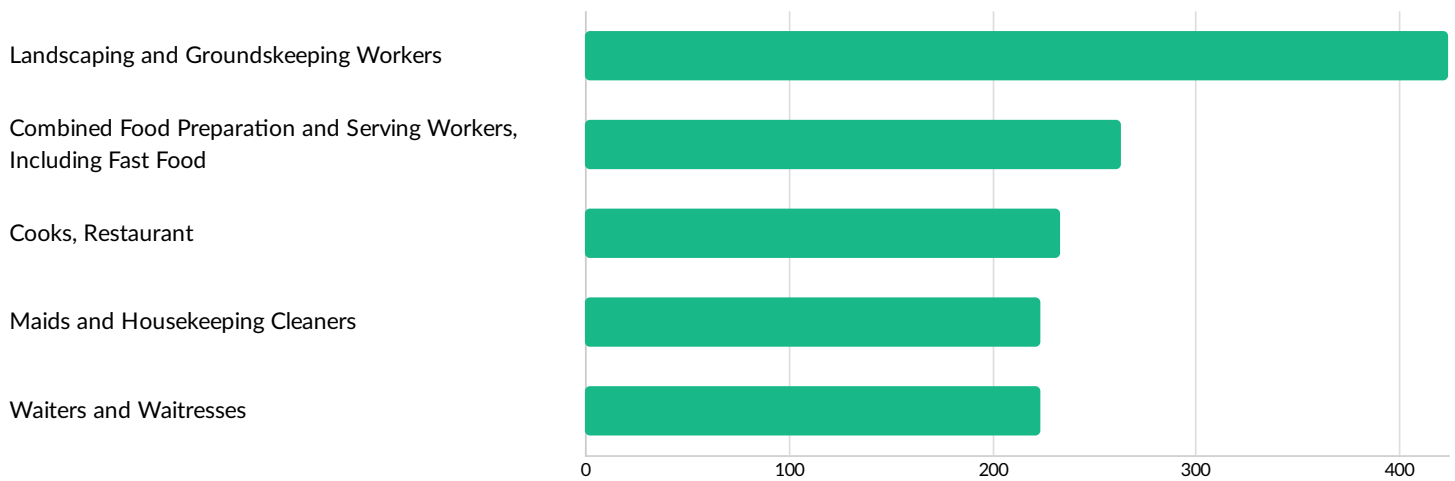


Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Maids and Housekeeping Cleaners	3,175	3,399	224	+7%	\$16.58
Retail Salespersons	3,139	3,352	213	+7%	\$14.29
Waiters and Waitresses	3,073	3,297	224	+7%	\$19.13
Cooks, Restaurant	1,812	2,045	233	+13%	\$19.68
Cashiers	1,894	2,035	141	+7%	\$12.61

## Workforce Characteristics - Cont

### Top Growing Occupations

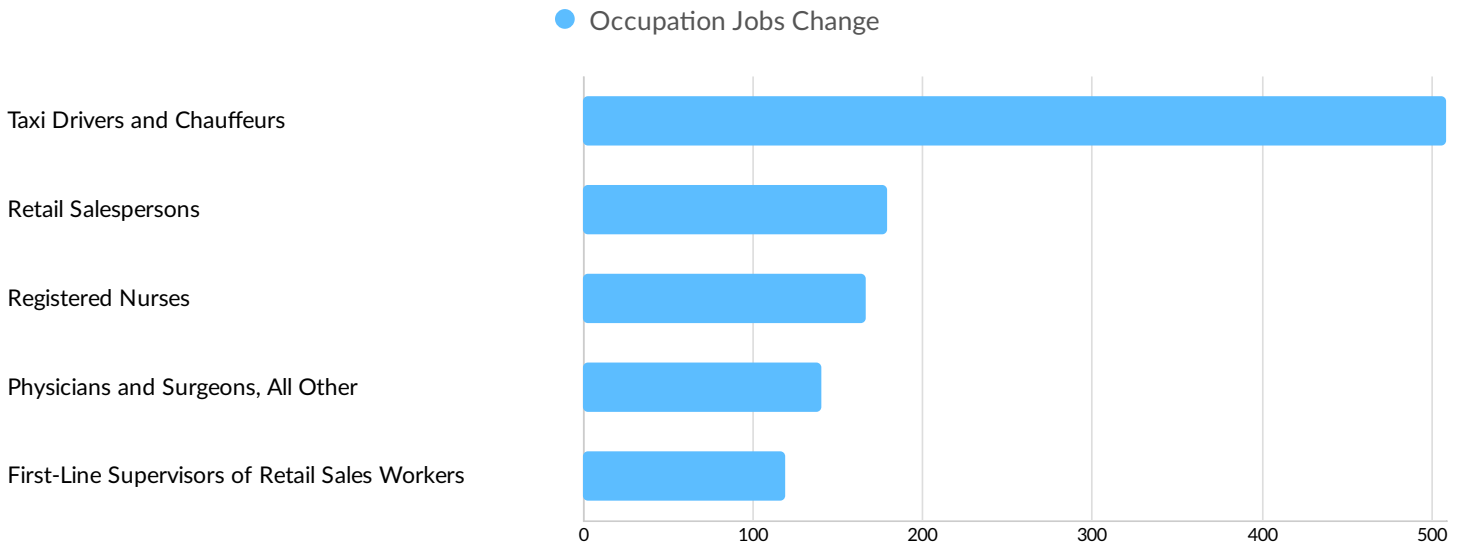
● Occupation Jobs Change



Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Landscaping and Groundskeeping Workers	1,548	1,972	424	+27%	\$14.95
Combined Food Preparation and Serving Workers, Including Fast Food	1,378	1,641	263	+19%	\$10.55
Cooks, Restaurant	1,812	2,045	233	+13%	\$19.68
Waiters and Waitresses	3,073	3,297	224	+7%	\$19.13
Maids and Housekeeping Cleaners	3,175	3,399	224	+7%	\$16.58

## Workforce Characteristics

### Top Posted Occupations



Occupation	Jan 2017 Unique Postings	Dec 2017 Unique Postings	Jan 2017 - Dec 2017 Avg. Unique	2016 Avg. Hourly Earnings
Taxi Drivers and Chauffeurs	57	509	281	\$13.99
Retail Salespersons	170	179	189	\$14.29
Registered Nurses	186	167	186	\$41.30
Physicians and Surgeons, All Other	53	141	79	\$97.83
First-Line Supervisors of Retail Sales Workers	139	119	133	\$19.14



## Educational Pipeline

In 2016, there were 594 graduates in Maui County, HI. This pipeline has grown by 6% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, Registered Nursing/Registered Nurse, and Licensed Practical/Vocational Nurse Training.

